

WEAR-TV
Broadcast Localism Information
Calendar year 2007

This information is intended to provide the FCC with WEAR-TV's Localism efforts in regards to the FCC Localism Rulemaking. The information (unless otherwise noted) is for calendar year 2007. An attachment of a pdf zip file includes copies of letters from local community organizations regarding WEAR-TV efforts on their behalf.

Call Sign WEAR-TV

Channel Number 3

Community of License Pensacola, FL

Name of Licensee WEAR Licensee, LLC

Commercial Status: x Commercial ☐ Noncommercial

Localism

1. Local News: How many minutes of locally produced news do you broadcast in a typical week and when?

05:00-07:00AM M-F	600 min/wk
07:25-07:30AM M-F	25 min/wk
07:57-08:00AM M-F	15 min/wk
08:25-08:30AM M-F	25 min/wk
08:57-09:00AM M-F	15 min/wk
11:00-11:30AM M-F	150 min/wk
04:00-05:00PM M-F	300 min/wk
05:00-05:30PM M-F	150 min/wk
06:00-06:30PM M-F	150 min/wk
10:00-11:00PM M-F	300 min/wk
06:00-07:00PM SAT	60 min/wk
10:00-10:35PM SAT	35 min/wk
05:00-05:30PM SUN	30 min/wk
10:00-10:35PM SUN	35 min/wk

Total **1,890 minutes per week**

2. Local Community Affairs Produced Programming: Please describe your regularly scheduled local community affairs programming by providing: title, time aired, and local community issues discussed.

“In Focus”, Sundays 09:00-09:30AM three weeks each month

01/07/07 Moving of Pensacola’s Main Street Sewage Plant

01/14/07 Cost of living in Northwest Florida, specifically the Pensacola area

01/21/07 Newly-elected Escambia Commissioner Gene Valentino, discussing the Maritime Park project, relocation of the Sewage Plant, the property tax system, and the economic impact of the recent hurricanes

03/04/07 New District 3 State Representative Clay Ford on reducing property taxes and on FEMA help after hurricanes Ivan and Dennis

04/15/07 The “Access Escambia” project, seeking passage of a ½ cent sales tax to subsidize health care for county residents who can’t afford insurance

04/22/07 NAS Pensacola’s Junior Lifeguard Program

05/06/07 The upcoming vote on the ½ cent sales tax.

06/10/07 Escambia commissioner Mike Whitehead and State Senator Don Gaetz on the special session of the state legislature beginning June 12

09/16/07 Public Safety records at Pensacola Beach and safety planning by the Santa Rosa Island Authority

10/21/07 Santa Rosa Island Authority’s plans to keep up with growth on the barrier island

11/04/07 Ed Spears, Neighborhood and Economic Development Administrator for the City of Pensacola, on present and future plans for the city’s growth

11/18/07 Republican and Democratic Party chairpersons for Escambia County discussed the issues of the upcoming election

12/16/07 Pollution in Northwest Florida and possible health risks of several “superfund sites” in the area

12/30/07 Maritime Park Project update

“Straughn & Company”, Sundays 09:00-09:30AM one week each month

01/28/07 The high poverty level in Escambia County and the new group “Bridges out of Poverty”

02/25/07 Newly-formed group “ECARE...Every Child A Reader in Escambia”

03/25/08 “The state of Education in Florida” School superintendents from Escambia, Santa Rosa and Okaloosa counties, plus Chairman of the Education Department of the University of West Florida .

04/01/07 The record growth of Autism in our area, with the director of the Autism Society of the Panhandle

04/08/07 State Senator Don Gaetz of Niceville on restructuring the property tax rates to protect Florida property owners

05/13/07 Interview with famed civil rights attorney Fred Gray on race relations in the Panhandle
06/24/07 Florida's Developmentally Disabled
07/01/07 Florida Elder Affairs
07/08/07 Combating infant mortality, with guests from Escambia Health Start Coalition and Children's Home Society
07/15/07 The growing number of Alzheimer's disease patients locally, and local support programs
08/26/07 Prostate Cancer and local prostate screening
12/23/07 AIDS

OTO Community Affairs Programming:

03/06/07 "UCP Telethon", a televised fundraiser for the Northwest Florida chapter of United Cerebral Palsy
05/29/07 "Stormwatch 2007", our annual station-produced hurricane safety program that airs just prior to the beginning of Florida's hurricane season

3. Local Political Affairs Programming: Please describe what programming you aired addressing local political candidates and ballot issues. Provide the title, time aired, and format.

"In Focus" 04/15/07, 9:00-9:30AM The "Access Escambia" project, seeking passage of a ½ cent sales tax to subsidize health care for county residents who can't afford insurance

"In Focus" 05/06/07, 9:00-9:30AM The upcoming vote on the ½ cent sales tax.

4. Local Political Advertising: What local political races and or ballot issues did you run advertising for in the last 12 months?

Race #1. Florida House of Representatives District 3 – election date 02/27/07
(Special election to replace Representative Holly Benson, who was appointed by Governor
Crist to be the new Director of Business Development for the state.)

Ballot issue #1. Half-cent Sales Tax for Escambia County – election date 06/26/07
(Local tax to subsidize health care for county residents who cannot afford health insurance.)

5. Public Service Announcements: Please provide a list of local PSAs that you aired and the number of times they ran. Please provide an estimate of the retail value, if the PSA was sold as a spot.

* = station-produced

<u>NAME OF PSA</u>	<u>WEA</u>	
	<u>R</u> <u># times</u> <u>aired</u>	<u>Air time</u> <u>value</u>
FAB Survey question #5 PSAs aired 02/01/07-01/31/08		
Ad Council – Drunk Driving Prevention “House Party”	36	4500
Ad Council – American Stroke Association “Arrow”	17	2125
Ad Council – American Stroke Association “Bear Trap”	38	4750
Ad Council – Underage Drinking “Brandon”	33	4125
Ad Council – Underage Drinking “Emily”	29	3625
Ad Council – UNCF “Mailbox”	10	1250
Ad Council – UNCF “Supporting Minority Education”	46	5750
Ad Council – Youth Wreckless Driving “New&Improved”	30	3750
Ad Council – Early Childhood Development “Laundromat”	59	7375
Ad Council – Youth Civic Engagement “Locusts”	64	8000
Ad Council – Pt. Involvement “We Need Your Questions”	27	3375
Ad Council – Global Warming “Tick”	29	3625
Ad Council – Emergency Preparedness “Tomato Paste”	20	2500
Ad Council – Housing Discrimination “Accents”	64	8000
Ad Council – Secondhand Smoke “Dinner”	36	4500
Ad Council – Project Roadblock “Drum Solo”	83	10375
FAB – Div. of Emergency Mgmt. “3 Days of Supplies”	61	7625
FAB – Div. of Emergency Mgmt. “911”	48	6000
FAB – Div. of Emergency Mgmt. “Plan Website”	38	4750
FAB – FL Army National Guard “In Their Own Words”	70	8750
FAB – FL Army National Guard “Reflection of Honor”	74	9250
FAB – Ounce of Prevention “Helpline”	80	10000
FAB – Ounce of Prevention “Knock on the Door”	60	7500
FAB – Ounce of Prevention “Brittany”	58	7250
FAB – US Coast Guard “Shield of Freedom”	63	7875
FAB – Dept. of Corrections “10-20-Life”	47	5875
FAB – Dept. of Corrections “Recruitment”	64	8000

FAB – Dept. of Corrections “Image”	68	8500
FAB – FL Healthy Kids “Mia”	78	9750
FAB – Dept. of Agriculture “Indoor Amenities”	8	1000
* Pensacola Little Theatre “Comedy of Errors”	25	3125
* Pensacola Little Theatre “Beauty & the Beast”	2	250
* Pensacola Little Theatre “Little Prince”	56	7000
* Pensacola Little Theatre “Best Little Whorehouse in Texas”	31	3875
* Pensacola Little Theatre “Bye Bye Birdie”	159	19875
* Pensacola Little Theatre “Mousetrap”	0	0
* Pensacola Little Theatre “Arsenic & Old Lace”	79	9875
* Pensacola Little Theatre “Deathtrap”	60	7500
* Pensacola Little Theatre “Sweet Charity”	33	4125
* Pensacola Little Theatre “A Christmas Story”	80	10000
Ballet Pensacola “Celebration of Dance”	35	4375
Ballet Pensacola	68	8500
* Beulah Volunteer Fire Dept. “Beulah Sausage Festival”	49	6125
* Big Brothers/Big Sisters “Bowl for Kids’ Sake”	120	15000
* Captain Fun/Jubilee “Freedom Festival”	13	1625
* Council on Aging “Senior Chill Out”	95	11875
* Covenant Hospice “Art of Fashion”	81	10125
* Covenant Hospice “Evening of Comedy”	90	11250
* Destin Chamber of Commerce “Destin Seafood Festival”	47	5875
* United Cerebral Palsy “UCP Telethon”	64	8000
* United Cerebral Palsy “Red Nose Day”	69	8625
* GRACEFEST	91	11375
Oasis “Dining out for Life”	5	625
* Pensacola Opera “Figaro”	64	8000
* Pensacola Opera Fundraiser	96	12000
* Pensacola Opera “Magic Flute”	195	24375
* Goombay “Goombay Festival”	39	4875
* Great Gulf Coast Arts Festival “Art Fest”	210	26250
Jazz Society of Pensacola	50	6250
Make-a-Wish Foundation “Beetleboy”	49	6125
* Northwest FL Blood Center “Halloween Blood Drive”	44	5500
* Northwest FL Blood Center “St. Patrick’s Day Drive”	52	6500
Northwest FL Blood Center “Gift of Life Gala”	29	3625
* Northwest FL Blood Center “Vein Drain”	62	7750
* Northwest FL Blood Center “Labor Day Blood Drive”	57	7125

* Northwest FL Blood Center “4 th of July Blood Drive”	49	6125
* Pensacola Museum of Art “Photography”	64	8000
* Pensacola Museum of Art	58	7250
* Pensacola Heritage Foundation “Evening in Seville”	240	30000
* Pensacola Sertoma “4 th of July”	89	11125
* Pensacola Sertoma “Hog Fest”	53	6625
USO “Hometowns”	25	3125
WSRE Public TV “19 th Annual Wine and Food Classic”	94	11750
* Cram the Van "School Supplies"	249	31125
* My Safe Florida Home Fair	56	7000
* Pensacola Symphony	150	18750
* The Zoo Gulf Breeze “Zoolights”	98	12250
* American Heart Association “Heartwalk”	206	25750
* Children’s Chorus “Christmas on the Coast”	106	13250
Digital TV Conversion 2009	269	33625
* Pensacola Sports Association “Double Bridge Run”	164	20500
Escambia County School Dist. “Be There”	282	35250
* Santa Rosa Arts & Culture “Get a Taste for Art”	34	4250
Foundation for Excellence “We Believe in Children 5k Run”	188	23500
Okaloosa Island “Winterfest”	140	17500
* YMCA “Corporate Cup”	166	20750
* Pensacola Pelicans “Pelican Night”	111	13875
* Mardi Gras Parade	32	4000
* Sacred Heart Foundation “Mall Ball”	165	20625
Olive Baptist Church “Andy Andrews”	37	4625
* Pensacola Sports Association “Derrick Brooks”	33	4125
* Fiesta of Five Flags “Fiesta Days”	35	4375
Fiesta of Five Flags “Crawfish Festival”	14	1750
* Fiesta of Five Flags “Seafood Festival”	80	10000
Dept. Health/Human Services “Alcohol/Drug Awareness”	0	0
Dept. Health/Human Services “Childhood Obesity”	31	3875
Habitat for Humanity “I Helped Build It”	35	4375
ASPCA “John Goodman – ARF”	11	1375
* Ronald McDonald House “Firecracker 5K Run”	46	5750
* Saenger Theatre Fundraiser “Get Back”	66	8250
* Starr Athletics “Panhandle Shootout”	46	5750
* African American Society “Chocolate After Dark”	11	1375

Kid's PSA Girl Scouts "Blue Skies"	120	3000
* Kid's PSA Girl Scouts "Cookie Sale"	104	2600
Kid's PSA McGruff "Bully Hotline"	80	2000
Kid's PSA Arbor Day	40	1000
Kid's PSA Fathers and Sons	80	2000
Kid's PSA Four Nine Booster Seat	40	1000
Kid's PSA Read Across America	40	1000
Kid's PSA Street Sentz Computer	30	750
Kid's PSA Adoption Lion	80	2000
Kid's PSA Ocean Reefs	30	750
Kid's PSA FHKC	25	625
Kid's PSA Coloring Book Pyramid	5	125
Ad Council – Autism Awareness "Babysitter"	23	575
Ad Council – Energy Efficiency "Hog Commandos"	38	950
Ad Council – Oceans Awareness "Part of Your World"	55	1375
Ad Council – Oceans Awareness "Under the Sea"	44	1100
Ad Council – Dept. of Transportation "Buckle Up"	60	1500
Ad Council – Childhood Obesity "Play Sixty"	42	1050
Ad Council – Childhood Obesity "Bullseye"	32	800
Ad Council – Childhood Obesity "Grandpa"	40	1000
Ad Council – Childhood Obesity "Birds"	3	75
Ad Council – Inspiring Invention "Bandage Puller"	48	1200
Ad Council – Inspiring Invention "Meet the Robinsons"	16	400
Defenders of Wildlife "Kidsplanet.org"	49	1225
Earth Share "One Earth"	43	1075
FL Division of Forestry "Prevent Forest Fires"	46	1150
FL Division of Forestry "Wildfire Prevention"	25	625
First Book "Reading with Bobby"	58	1450
Kid's Heartbeat	40	1000
Gina D's Kid's Club "Let's Get Fit!"	54	1350
TOTAL		\$943,500

6. Civic Activity List: Please describe what local community activities your station participated in and a description of the participation.

WEAR-TV is a member of each of the following Chambers of Commerce. Chamber meetings and functions are attended by WEAR-TV Sales staff members.

*Mobile Chamber of Commerce

*Fort Walton Beach Chamber

*Pace Chamber

- *Foley Chamber
- *Gulf Breeze Chamber
- *Gulf Coast Area Chamber
- *Perdido Chamber
- *Eastern Shore Chamber
- *ADFED Mobile- Attend monthly meetings, functions and fundraisers
- *West Florida Ad Club- Attend monthly meetings and functions

WEAR-TV General Manager Carl Leahy is active in the following community activities:

- *United Way of Escambia County - past Board member/financial contributor
- *United Cerebral Palsy of Northwest Florida - Board of Directors/financial contributor
- *Pensacola Area Chamber of Commerce- LEAP/Pace Awards/ Legislative Issues/ Economic Development Committies
- *ECARE - Board of Directors
- *Foundation for the Future - Board Member
- *ARC-financial contributor
- *Pensacola Symphony-Board member
- *Pensacola Opera- financial contributor
- *WUWF-financial contributor
- *Loaves & Fishes-financial contributor
- *WSRE-financial contributor
- *Hospice-financial contributor

General Sales Manager Deb Currie is Past Board Member of the Pensacola Opera- Two years on the board, attending all meetings and chaired a committee. She is currently Vice President of the Board of Trustees for the Gulf Breeze United Methodist Church - attends all meeting and presides over meetings when President is not available. She's also a member of Fiesta Forces- Participate in meetings and events to provide toys for needy children.

Operations Manager Joe Smith is a member of the Advisory Committee to the Board of Directors of Gulf Coast CrimeStoppers in Pensacola. He previously served as a Board member for 14 years, with 3 years as President of the Board. Previous Board membership includes Junior Achievement of Northwest Florida, United Way, and Pensacola Broadcasters Association. He currently volunteers as Security Chief for the Pensacola Little Theatre's Stage Fright event each Halloween. He also videotapes Dress Rehearsals for most of Pensacola Little Theatre's stage productions and produces an archive copy for the theatre. He also does this for Pensacola Junior College's summer high school productions, Ballet Pensacola's performances, and special productions at the

University of West Florida. Other volunteer activities include Habitat for Humanity and Gulf Coast Arts Festival.

Programming Assistant Marg Shepherd volunteers at Pensacola Little Theatre and with Communities Caring at Christmas and Cram the Van.

Daniel Pennington, Creative Services Director, Community Service Positions include:

- *Goombay Board of Directors
- *Goombay Marketing and Promotions Committee Director
- *Chain Reaction Member
- *Pensacola Promise Board Member
- *Clean & Green Board Member
- *Take Pride in Pensacola Director
- *Keep America Beautiful Local Coordinator
- *Leadership Pensacola, 2006 Graduate
- *Youth Leap Volunteer
- *Live Green Escambia Committee Chair
- *Habitat House crew chief
- *Paint Your Heart Out Volunteer
- *Organ Donation Publicity Coordinator
- *Pensacola Opera Marketing Volunteer
- *Independence for the Blind volunteer
- *ARC Gateway Video Producer
- *Northwest Florida Blood Center Publicity volunteer
- *Downtown Improvement Board volunteer
- *Ronald McDonald House Publicity coordinator
- *Pensacola Area Chamber of Commerce Video Director
- *Covenant Hospice Video Producer
- *Families County video director
- *Families First Production Coordinator

Engineer Cris Caraballo maintains (on a volunteer basis) the radio repeater for the Five Flags Amateur Radio Club and also the radio repeater at the University of West Florida. He assists with communications at many local events such as the Pensacola Marathon and Pensacola Triathlon.

Kathy Dunagan-Promotion Manager

- *Northwest FL Blood Center-Conduct 5 community blood drives a year. Blood drives are held at the station in Jan., March, July, Sept. and Oct. Chosen FL Donor Chairperson of the year in 2006
- *Cram the Van-Chairperson - Cram the Van is a 10 year station event. Cram the Van is a school supply campaign that distributes new school supplies to over 50

schools in two counties. Last years campaign delivered school supplies to over 6000 children at the beginning of the school year.

*Impact 100 Pensacola – member for 3 years - The organization's basic concept is to recruit a minimum of 100 female members annually, have each donate \$1,000 a year and pool those resources to make a grant to at least one worthy Pensacola Bay Area non-profit organization at the end of each year. This year there are over 500 members and five grants over \$100,000 each will be awarded to five nonprofit agencies. The station pays for half the membership for two staff members.

*Senior Chill Out – Organizer - The heat index in Florida can be deadly, especially for seniors. The goal of Senior Chill Out is to collect new fans and air conditioners for senior citizens. This is an annual station event held in June that benefits the Council on Aging.

*First Book Pensacola - Treasurer since 1999 - The mission of First Book is to provide new books to under privileged children that they get to keep for themselves. In order for First Book to spend all monies raised on books, the station facilitates all operations of the board. Since 1999 FBP has given out over 150,000 new books to area children.

*Covenant Hospice Ask Event – main speaker. The event raised over \$75,000.

*PTA President for Brown Barge Middle School

*Great Gulf Coast Arts Festival – Chairperson 2007 and 2008

*Communities Caring at Christmas – Co-Chair

*Pensacola Children's Chorus – Publicity Chair

*Am. Heart Association – Community Board Member

*Pensacola Jr. College Foundation – Board member

*Pensacola Opera – Fundraiser for the Opera in a Trunk educational program

News Director Kyle Brinkman serves Friends of the Saenger Theatre as a board member for historic arts and culture theatre, and the Gulf Breeze United Methodist Church as a Sunday School teacher.

Francesca Maxime, News co-Anchor:

*Pensacola Young Professionals - member and Environmental Committee Chair

*Pensacola Film Festival - Board Member

*ARC Gateway - Financial Contributor

*Gulf Coast Kids House - financial contributor

*Santa Rosa Kids House - Volunteer

*Ballet Pensacola - Volunteer

Jared Willets: Morning News co-Anchor

*Board Member for Bayside Soccer Club

*Vice President of Gulf Breeze High School Soccer board

Bob Solarski: News Anchor

*I spoke with the Leadership Pensacola class in February at the Navy Hospital at NAS Pensacola. That's a class of aspiring leaders who adopt a community enhancing project each year. They also hear from various speakers in the community about their roles. I discussed the role of television news, WEAR, and specifically my job. Key points I raised were: the decreasing number of media owners in the country, which I believe homogenizes news to some degree, and limits ideas; the increase in news broadcasts by our station, and the opportunity that provides people in the community to get their stories on the news (given the bigger news hole); the kind of news we generally seek out; how to access the media, and get a story on; etc.

*I've spoken with several elementary school classes about writing, reading, and the importance of knowing the source of the information you're reading about. I call it media literacy. I explain to them how to tell if a source is credible, how to tell if someone is speaking informatively or persuasively, and the importance of seeking out differing opinions about an important topic. The latest class I spoke with was at Gulf Breeze Elementary.

* I've also hosted a banquet sponsored by the National Council on Alcohol and Drug Abuse, attended by singer Judy Collins. The event was a fundraiser, and awareness raiser for the various groups and people in the area who battle these problems.

*I've hosted the annual awards banquet for the area's advertisers, known as the ADDY's.

*I've spoken with a variety of community groups, including Rotary and Kiwanis...

*I hosted/emceed/moderated a luncheon sponsored by local investment firms, that brought in big name experts from around the country to discuss investment strategies with about 600 people at New World Landing. The speakers discussed the slowing economy, and how to protect and diversify investments in uncertain times. I also moderated the discussion between these speakers and the audience.

*I moderated a public discussion at Pensacola's Little Theater featuring Al Crotzer.... a man who was wrongly convicted of murder, and spent more than 20 years in the Florida prison system. The panel included Crotzer, a rep. from the ACLU, and an assistant state's attorney. The discussion focused on state compensation for people like Crotzer, and biases in some prosecutions.

*I'm also on the Board of Goverors for Hidden Creek Golf Course in Midway. It's a commercial endeavor, but the board os trying to find ways to reach out to the Midway area, and become a more active part of the community.

Allen Strum: Chief Meteorologist

*Volunteer speaker for schools and community groups

Christian Garman: Meteorologist

*Board of directors for Pensacola Sports Association

*Volunteer speaker for schools and community groups

Judy Stinolis: News Producer

*Youth Chaperone for St. Michaels Catholic Church

Randy Wood: Assistant News Director

*Nursery Volunteer for Eastern Shore Baptist Church

Kathryn Daniel: Meteorologist

*Board Member for 4H Club

Laura Hussey, Okaloosa County Bureau Chief

Board Member of Hero Hugs

Board Member of HeadStart Arts

United Way Marketing Committee Member

Host of American Heart Association Heartwalk

WEAR-TV News Anchor and Public Affairs Director Sue Straughn hosts our monthly “Straughn & Company” public affairs program focusing primarily on minority issues. She is also Founder and organizer of our “Communities Caring at Christmas” campaign. This campaign provides food, clothing and toys at Christmas for underprivileged youth in our area. We are in our 29th year of the campaign and for Christmas 2007 we raised \$109,588 plus about \$70,000 in in-kind donations and served over 10,000 children and adults with developmental disabilities.

The following is a list of Sue’s current community involvement:

*United States Magistrate Judge Selection Panel

*Emerald Coast Honor Flight Committee (Appointed by Congressman Jeff Miller)

*ARC Gateway-Escambia County (Child Development Committee Chairman)

*ARC Gateway Foundation Board of Directors, Past President

*Autism Society of the Panhandle Board of Directors

*Covenant Hospice Board of Directors

*Favor House Board of Directors

*First Book of Pensacola (Founding Board member, Chair 1999-present)

*Council on Aging of West Florida Board of Directors, Chair 2007-2008

*Levin & Papantonio Family Foundation Board of Directors

*Golden Key National Honor Society Honorary Member

*Catholic Charities Advisory Board

*Regions Bank Board of Directors (formerly AmSouth Bank)

*Escambia-Pensacola Local Housing Partnership

*UF Windstorm Damage Mitigation & Energy Advisory Committee

*American Red Cross Board of Directors (Ex-officio)

*Escambia County Juvenile Justice System Arbitrator

*Defense Advisory Committee on Women in the Services (DACOWITS)

(Appointed by U. S. Secretary Department of Defense, 1995-1998)

(Quality of Life Subcommittee Chairman and Executive Committee 1997-1998)

Her previous community involvement includes:

- *Children's Advocacy Center Board of Director
- *Hospice of Northwest Florida Foundation Board of Directors
- *Escambia County United Way Board of Directors (1995 Campaign Chairman)
- *Lakeview Center TeenLine Advisory Board
- *Envision EscaRosa Steering Committee
- *World Centers of Compassion for Children Board of Directors
- *Pensacola Symphony Board of Directors
- *Junior Achievement classroom facilitator
- *Big Brothers/Big Sisters of Escambia County founding member
- *Florida Study Commission on Employment Opportunities and Self-Sufficiency
(Appointed by Speaker of the House)
- *P.A.C.E. Center for Girls Board of Directors and founding member
- *Chief Judge's Task Force on Children
- *Escambia A.I.D.S. Services and Education Advisory Board
- *Baptist Hospital Speech and Hearing Board
- *National Coalition of 100 Black Women
- *Big Brothers Big Sisters of Escambia County (Founding Board member)
- *Pensacola-Escambia Clean and Green Commission
- *West Florida Regional Medical Center Women's Life Center
- *Northwest Florida Safety Council
- *Pensacola Area Chamber of Commerce Board of Trustees
- *Leadership Pensacola Board of Trustees
(1992 Curriculum Chairman, 1993 Board Chairman)
- *Children's Home Society Board of Directors
- *Lakeview Center Child Development Advisory Committee
- *First Judicial Circuit Grievance Committee
(Appointed by Florida Bar Association)
- *Escambia County Sickle Cell Foundation
- *Escambia Community Schools Advisory Board
- *Florida Junior Miss Board of Directors
- *Pensacola Junior College Equal Opportunity/Equal Access Committee
- *Northwest Florida Girl Scout Council
- *Escambia County Child Protection Team Advisory Board
- *MADD Escambia County Chapter

Sue's awards and recognition include:

- *2003 Sue Straughn Endowed Scholarship established at Pensacola Junior College
- *2008 Solutia, Inc. President's Award of Excellence
- *2007 Joe Oldmixon Award (Center for Independent Living)
- *2006 Florida Women's Hall of Fame Nominee
- *2002 Freedoms Foundation of Valley Forge George Washington Medal of Honor
(Presented for television special-Democracy & Terrorism: A Town Hall Meeting)
- *2001 Liberty Bell Award, Escambia-Santa Rosa Bar Association

- *2001 Judge John P. Kuder Family Values Award, Scottish Rite of Freemasonry
- *2001 David R. Thomas (Wendy's) Child Advocate of the Year, Children's Home Society
- *2000 Pensacola Rotary Sandra Robinson Award for Service Above Self
- *2000 Florida Council On Aging Media Award
- *2000 Child Advocate of the Year; Honorary Guardian Ad Litem, First Judicial Circuit
- *1999 Honorary Foster Parent, Escambia County Foster Parent Association
- *1999-25 Most Powerful Women in Northwest Florida Business
(Named by Climate Magazine, January/February 1999)
- *1999-Escambia County Juvenile Justice Council Citizen of the Month, January
- *1999-Women of Distinction Award, Northwest Florida Girl Scout Council
- *1998-Department of Defense Civilian Service Award, Secretary William Cohen
- *1996-Associated Press Award for Public Affairs Programming
(TownHall: Juvenile Crime, From Hopscotch to Handguns II)
- *1995-Junior League of Pensacola President's Award
- *1995-Small Business Administration North Florida District Media Advocate of the Year
- *1994-Freedoms Foundation of Valley Forge George Washington Medal of Honor
- *1993-Kiwanis Club Civic Award
- *1993-NAACP Pyramid Builder Award for Community Service
- *1992-Florida Public Relations Association Volunteerism Award
- *1992-Florida Mental Health Council Citizen Advocate of the Year
- *1992-Escambia Association for Retarded Citizens Pearl Nelson Advocacy Award
- *1991-United Way of Escambia County Distinguished Community Service Award
- *1991-Top Ladies of Distinction Outstanding Community Service Award
- *1991-Florida Volunteer Citizen Social Worker of the Year (National Association of Social Workers)
- *1991-Sons of the American Revolution Silver Medal Award
- *1991-C. E. Carr Lifetime Community Service Award (Greater Pensacola Community Organizations)
- *1991-J. C. Penney Spirit of American Woman Achievement Award
- *1990-Gayfers Career Council Woman of the Year
- *1990-FTP/NEA School Bell Award for Journalistic Excellence, TV Public Affairs Programming (TownHall: Drugs, Our Future on the Line)
- *1990-Pensacola Junior Woman's Club Woman of Achievement Award
- *1989-Northwest Florida Women's Hall of Fame Inductee
- *1988-Pensacola Press Club Awards (5) for news series on plight of the homeless (Broken Promises)
- *1988-Toastmasters International Communication and Leadership Award
(only 50 awarded worldwide)
- *1986-Professional Leader of the Year BIP Award, Pensacola Area Chamber of Commerce
- *1986-FTP/NEA School Bell Award for Journalistic Excellence, TV News Series

(Sex and the Student Body)

*1986-Intown Business Women's Club Business Woman of the Year

*1985-FTP/NEA School Bell Award for Journalistic Excellence, TV News Series
(Babies Having Babies)

Beyond all this, Sue also spends considerable time volunteering with local non-profit groups, schools, churches and businesses through speaking engagements, emcee duties, fund raising efforts and hands-on projects (construction, cleaning, yard work, etc.).

We are also attaching a file with copies of letters from our Public File from community groups regarding WEAR-TV's contributions and service to their organizations.

There are some instances where WEAR-TV provides programming to serve the public that doesn't fit into the categories above. I'm sure other stations will provide you with similar information.

For instance, on 10/18/07 at approximately 9:17PM, a station staff member saw on one of our remote weather cameras that a tornado was forming over downtown Pensacola. We immediately went on-air with a station meteorologist showing viewers the tornado and warning viewers in specific neighborhoods that were in the path of the tornado to seek cover immediately. We continued on-air tracking the tornado until it had dissipated, and then reported live on the scene from the areas damaged by the tornado. Our live coverage of this event lasted about 4 hours.

We regularly broadcast all weather-related watches and warnings, either as "crawls" accompanied by small map icons and radar screens, or in the case of severe weather warnings...we go live on-air with one of our meteorologists with full information including radar screens and maps of to-be-affected areas and even live on-scene reports when appropriate.

And anytime any part of our coverage area goes under a hurricane watch or warning, we go live with commercial-free coverage from the time we first go under the warning until the storm has passed and we've covered the damage. Luckily, this didn't happen in 2007, but in 2004 and 2005 with hurricanes Ivan, Dennis and Katrina, we were on-air for several days with coverage, first warning people to take appropriate cover or evacuate before the storm, then where to find food, water & gasoline after the storm, plus school and company closings and re-openings, etc.

This kind of programming *saves lives!*

Prepared by:

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